

ORDER



Orders
Order / Rev: 719586
Alt Order #: 06359782
Product Desc: OBAMA SCHED A
Estimate: 1905
Flight Dates: 10/02/12 - 10/08/12
Original Date / Rev: 10/08/12 / 10/08/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser Name: Obama/D/President
Demographic: A35+
Product Codes: PL-Presidential, Political, PL-Federal
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/07/12	55	\$198,050.00	\$168,342.50
10/08/12	10/14/12	13	\$17,400.00	\$14,790.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	68	\$215,450.00	\$183,132.50	0.00
Totals	68	\$215,450.00	\$183,132.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	10/02/12	10/08/12	10-11a Let's Make a Deal	CM	10-11a	MTWTF--	:30	3	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
LET'S MAKE A DEAL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	MTWTF--	3		\$1,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
4	NUSA	10/02/12-10/08/12		10-11a	10-11a		MTWThF----	:30	(\$1,000.00)	0.00	NM				
Credited															
E 2	WUSA	10/02/12	10/08/12	Letterman Late Night with David Letterman	CM	1135P-1237A	MTWTF--	:30	5	\$900.00	P-2	0.00	NM	3	\$2,700.00
DAVID LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	MTWTF--	5		\$900.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
4	NUSA	10/02/12-10/08/12		Letterman	1135P-1237A		MTWThF----	:30	(\$900.00)	0.00	NM				
Credited															
5	NUSA	10/02/12-10/08/12		Letterman	1135P-1237A		MTWThF----	:30	(\$900.00)	0.00	NM				
Credited															
E 3	WUSA	10/02/12	10/08/12	Price Is Right The Price is Right	CM	11a-12p	MTWTF--	:30	4	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	MTWTF--	4		\$1,500.00		0.00						

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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
14	WUSA	10/05/12	10/05/12	Fri Prime A CSI: NY	CM	8-9P	----F--	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
TIER 2 - NO LUR LEFT CSI NY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					1	\$3,000.00		0.00			
15	WUSA	10/05/12	10/05/12	Fri Prime B Made in Jersey	CM	9-10P	----F--	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
TIER 2 - NO LUR LEFT MADE IN NJ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					1	\$4,500.00		0.00			
17	WUSA	10/06/12	10/06/12	Sat Prime C 48 Hours Mystery	CM	10-11P	-----S-	:30	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
TIER 2 - NO LUR LEFT 48 HOURS MYSTERY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$4,000.00		0.00			
18	WUSA	10/06/12	10/06/12	NCAA Football Game #1 NCAA Football Game #1	CM	12p-3p (12:00 PM-7:00 PM)	-----S-	:30	3	\$3,000.00	P-2	0.00	NM	3	\$9,000.00
COLLEGE FBL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					3	\$3,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WUSA	10/01/12-10/07/12		NCAA Football Game #2		3-7p	(12:00 PM-7:00 PM)-----Sa--	:30		\$3,000.00		0.00	NM		
2	WUSA	10/01/12-10/07/12		NCAA Football Game #2		3-7p	(12:00 PM-7:00 PM)-----Sa--	:30		\$3,000.00		0.00	NM		
19	WUSA	10/06/12	10/06/12	NCAA Football Pre-Game NCAA Football Pre-Game	CM	NCAA Football Pre-	-----S-	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
COLLEGE FBL TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$1,500.00		0.00			
20	WUSA	10/06/12	10/06/12	Sa Game On Game On	CM	Sa 7-8p	-----S-	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
GAME ON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$850.00		0.00			
21	WUSA	10/06/12	10/06/12	Sat Prime B Crimetime Saturday	CM	9-10P	-----S-	:30	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
TIER 2 - NO LUR LEFT CRIMETIME SATURDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$4,000.00		0.00			
22	WUSA	10/07/12	10/07/12	NFL Football Game #1 Ravens/KC	CM	NFL Football Gam	-----S	:30	2	\$16,000.00	P-1	0.00	NM	2	\$32,000.00
RAVENS @ KANSAS CITY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					2	\$16,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WUSA	10/01/12-10/07/12		NFL Football Game #1		NFL Football Garr	-----Su	:30		\$16,000.00		0.00	NM		
2	WUSA	10/01/12-10/07/12		NFL Football Game #1		NFL Football Garr	-----Su	:30		\$16,000.00		0.00	NM		
23	WUSA	10/07/12	10/07/12	NFL Football Game #2 Broncos/Pats	CM	NFL Football Gam	-----S	:30	1	\$16,000.00	P-2	0.00	NM	1	\$16,000.00
BRONCOS @ PATS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$16,000.00		0.00			
24	WUSA	10/04/12	10/04/12	Thu Prime A Big Bang Theory/Two and a Hal	CM	8-9P	---T---	:30	1	\$18,000.00	P-1	0.00	NM	1	\$18,000.00
TIER 2 - NO LUR LEFT BIG BANG/2.5 MEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$18,000.00		0.00			
25	WUSA	10/04/12	10/04/12	Thu Prime B Person of Interest	CM	9-10P	---T---	:30	1	\$16,000.00	P-1	0.00	NM	1	\$16,000.00
TIER 2 - NO LUR LEFT POI															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$16,000.00		0.00			

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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
25	WUSA	10/04/12	10/04/12	Thu Prime B Person of Interest	CM	9-10P	---T---	:30	1	\$16,000.00	P-1	0.00	NM	1	\$16,000.00
TIER 2 - NO LUR LEFT POI															
26	WUSA	10/02/12	10/08/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	MTWTFSS	:30	5	\$2,500.00	P-2	0.00	NM	5	\$12,500.00
9 NEWS NOW @ 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTFSS		5				\$2,500.00		0.00			
27	WUSA	10/02/12	10/02/12	Tue Prime A NCIS	CM	8-9P	-T-----	:30	1	\$20,000.00	P-1	0.00	NM	1	\$20,000.00
TIER 2 - NO LUR LEFT NCIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----		1				\$20,000.00		0.00			
													Totals	68	\$215,450.00